

Message Text

UNCLASSIFIED

PAGE 01 SANTO 01176 171726Z

44

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 088992

P R 171600Z MAR 75
FM AMEMBASSY SANTO DOMINGO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3109
AMEMBASSY BOGOTA
AMEMBASSY KINGSTON
AMEMBASSY QUITO
AMCONSUL GUAYAQUIL

UNCLAS SANTO DOMINGO 1176

COMMERCE FOR BIC/OIM/WANDA ALE AND RICHARD MUENZER

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: REPORT ON U.S. TRADE MISSION ON FOOD PROCESSING AND
PACKAGING EQUIPMENT, DOMINICAN REPUBLIC, MARCH 9-12, 1975

REF: SANTO DOMINGO 1118, MARCH 13, 1975

BEGIN SUMMARY: MISSION MEMBERS CONSIDERED SANTO DOMINGO VISIT A
SUCCESS

ALTHOUGH EXISTING DOMINICAN FAMILIARITY WITH US PRODUCTS (INCLUDING
SOME COMPETITIVE LINES) AND THE RELATIVE SOPHISTICATION OF THE AGRICU
L-

TURAL SECTOR HERE LED TO FEWER IMMEDIATE SALES LEADS THAN PREVIOUS
STOPS. PROJECTED SALES FOR THIS YEAR ESTIMATED AT A MINIMUM OF
\$525,000; SALES POTENTIAL OVER THE NEXT SEVERAL YEARS WAS REGARDED AS
VERY HIGH. RETURN VISITS ARE PLANNED BY MOST MISSION MEMBERS. ALL
WERE PLEASED BY EMBASSY PREPARATIONS, STAFFING, ACCOMMODATIONS,
MEETING ROOMS, AND PUBLICITY, AS WELL AS BY THE FRIENDLINESS OF
DOMINICAN BUSINESSMEN. SINCE THIS WAS THE LAST OF THE FOUR COUNTRIES
ON THE MISSION'S ITINERARY, THE FINAL DEBRIEFING REVEALED MEMBERS'
REACTION TO THE ENTIRE TRIP: ALL AGREED THAT THE MISSION HAD BEEN A
SUCCESS AND THAT TOTAL IMMEDIATE AND PROSPECTIVE SALES WENT FAR BE-
YOND WHAT THEY HAD EXPECTED BEFORE DEPARTING THE US. THERE WAS ALSO
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SANTO 01176 171726Z

UNANIMITY IN PRAISING THE ASSISTANCE GIVEN AND THE ENTHUSIASM DEMON-

STRATED BY EVERY POST ALONG THE WAY. END SUMMARY

1. MISSION ARRIVED EVENING MARCH 9. BRIEFING WAS GIVEN THE NEXT MORNING AT THE EMBASSY BY AMBASSADOR HURWITCH, THE ECONOMIC COUNSELOR

AND THE AGRICULTURAL AND COMMERCIAL ATTACHES. THE PRESIDENT OF THE AMERICAN CHAMBER OF COMMERCE WELCOMED THE MISSION IN THE SUITE AT THE EMBAJADOR HOTEL IMMEDIATELY THEREAFTER AND BUSINESS APPOINTMENTS THEN BEGAN IN OFFICES DIRECTLY ACROSS THE HALL FROM THE SUITE. TOTAL OF 75 APPOINTMENTS MARCH 10, 11 AND MORNING MARCH 12, INCLUDING PLANT VISITS AND CALLS ON GOVERNMENT OFFICIALS BY MISSION DIRECTOR MUENZER. (THE PHYSICAL ARRANGEMENTS IN THE HOTEL WERE IDEAL: THE SUITE, TWO CONNECTED OFFICES AND MEMBERS' OWN ROOMS WERE ALL AT ONE END OF THE SAME FLOOR OF THE HOTEL. WITH THE EXCEPTION OF ONE HIRED INTERPRETER, ALL PERSONNEL ASSISTING THE MISSION WERE DRAWN FROM THE EMBASSY; IN ADDITION TO ECONOMIC/COMMERCIAL SECTION STAFF, THE AGRICULTURAL ATTACHE LENT HIS ACTIVE ASSISTANCE THROUGHOUT THE VISIT AND A BILINGUAL AMERICAN SECRETARY WAS BORROWED FROM THE POLITICAL SECTION TO ACT AS SECRETARY/RECEPTIONIST.) AMBASSADOR HURWITCH HOSTED A RECEPTION, WELL ATTENDED BY BUSINESSMEN AND GOVERNMENT OFFICIALS, AT HIS RESIDENCE THE EVENING OF MARCH 10.

2. ADVANCE PUBLICITY FOR THE MISSION WAS EXCEPTIONAL, WITH EXCELLENT COOPERATION FROM USIS. ARTICLES APPEARED IN ALL LOCAL NEWSPAPERS, INCLUDING SOME FRONT PAGE REPORTING. THE AMERICAN CHAMBER OF COMMERCE THE DOMINICAN ASSOCIATION OF INDUSTRIES, THE ASSOCIATION OF REPRESENTATIVES OF FOREIGN FIRMS, THE ASSOCIATION OF EXPORTERS, AND THE SANTO DOMINGO CHAMBER OF COMMERCE AND INDUSTRY ALL SENT SPECIFIC ANNOUNCEMENTS TO THEIR MEMBERS. THE EMBASSY WILL FOLLOW UP ON OPPORTUNITIES RELATED TO THE TRADE MISSION, ESPECIALLY VIS-A-VIS THOSE GENERATED THROUGH GOVERNMENT AGENCIES (AS CEDOPEX, THE EXPORT PROMOTION CENTER) AND THE ASSOCIATION OF EXPORTERS. THREE PARTICIPATING FIRMS (DIXIE CANNER, FRICK AND HONEYBEE) WILL BE REPRESENTED IN THE EMBASSY'S JUNE 2-4 FOOD PROCESSING AND PACKAGING CATALOG SHOW.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SANTO 01176 171726Z

3. EMBASSY FEELS THAT THE MEMBERS OF THE MISSION PERFORMED IN AN OUTSTANDING MANNER. THEY WERE RESPONSIBLE, PROFESSIONAL, HARD-WORKING AND LEFT A VERY FAVORABLE IMPRESSION WITH THE LOCAL BUSINESS COMMUNITY.

4. FOLLOWING ARE SPECIFIC COMMENTS ON EACH PARTICIPANT'S REACTIONS,

GATHERED PRIMARILY FROM THE DEBRIEFING SESSION ON THE LAST DAY OF THE MISSION: HONEY BEE (MERLE S. ROWLES): THE DOMINICAN REPUBLIC IS TECHNOLOGICALLY MORE ADVANCED IN THIS FIELD THAN OTHER COUNTRIES THE MISSION VISITED; CONTACTS HERE WERE ALREADY QUITE FAMILIAR WITH

THE LIQUID FEED CONCEPT. ROWLES DESCRIBED AN ANIMAL FEED MILL HE VISITED

AS ONE OF THE MOST MODERN HE HAD SEEN ANYWHERE, INCLUDING THE US. ROWLES HAD 10 APPOINTMENTS; NO IMMEDIATE SALES WERE MADE, BUT HE EXPECTS A MINIMUM OF \$50,000 IN SALES THIS YEAR AND IS ENTHUSIASTIC

ABOUT FUTURE PROSPECTS. MUCH OF THE INTEREST WAS IN LIQUID FERTILIZER.

ROWLES SELECTED A PROBABLY AGENT TO REPRESENT HIM IN THE COUNTRY.

5. CONRAD, INC. (LEONARD CONRAD): HAD 14 APPOINTMENTS, EXPECTS SALES OF \$300,000 THIS YEAR AND PREDICTS CONSIDERABLE GROWTH IN THE NEXT TWO TO TEN YEARS. CONRAD ALSO ENTHUSIASTIC ABOUT THE LOCAL AGENT HE APPOINTED. FIRM WILL BE BIDDING WITHIN THE NEXT 60 DAYS ON A STORAGE FACILITY FOR 60,000 TONS OF RICE. CONRAD CHARACTERIZED DR AS A GOOD, STRONG, SOPHISTICATED MARKET FOR HIS PRODUCT.

6. FERREL-ROSS (JOHN MOCHO): HAD 1 APPOINTMENTS, EXPECTS \$50,000 IN SALES THIS YEAR. TALKED WITH SEVERAL POSSIBLE REPRESENTATIVES, BUT HAS MADE NO DECISION YET. MOCHO DESCRIBED MARKET AS HAVING GREAT POTENTIAL. PLANS RETURN TRIP TO DR, NEXT TIME EMPHASIZING THE SANTIA GO AREA.

7. SHIVVERS ENTERPRISES (AL BOWN): 12 APPOINTMENTS; \$50,000 SALES PREDICTED FOR FIRST YEAR. DR MARKET WILL BE SLOW, BUT HAS GREAT POTENTIAL.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 SANTO 01176 171726Z

FIRM WILL BE BIDDING ON DRYING AND STORAGE EQUIPMENT FOR CACAO AND CORN (THE FIRST PROSPECT RELATED TO CORN ON TRADE MISSION ITINERARY). HAS APPOINTED AN AGENT.

8. DIXIE CANNER (TERRY STAPLETON): 17 APPOINTMENTS, PREDICTED SALES OF \$75,000 THIS YEAR. FORESEES CONSIDERABLE ACTIVITY IN THE COUNTRY IN THE FUTURE AND IS VERY PLEASED WITH TIMING OF MISSION, SINCE FOOD CANNING IN THE DR IS JUST BEGINNING TO EXPAND. A PARTICULARLY GOOD PROSPECT IS LAB/PILOT EQUIPMENT FOR THE COUNTRY'S LARGEST FOOD CANNER; MR. STAPLETON AND THE OWNER OF THAT COMPANY GOT ON ESPECIALLY WELL TOGETHER. STAPLETON DID NOT APPOINT AN AGENT, RATHER HE SUGGESTED THAT SEVERAL POTENTIAL REPRESENTATIVES SEE WHAT THEY CAN DO ON A NON-EXCLUSIVE BASIS--ANY DECISION WILL COME LATER.

9. HYDROTILE (JOHN HAMILTON): SIX APPOINTMENTS: NO SALES FORECAST IN THE NEXT 12 MONTHS, BUT GOOD POTENTIAL IN THE NEXT FIVE TO TEN YEARS. HAMILTON NOTED THAT HIS MAJOR COMPETITOR IS VERY STRONG IN THE DR, WITH EQUIPMENT IN BOTH PLANTS PRODUCING CONCRETE TILE. HE EXPECTS THAT, WITH PROMOTION, HE CAN SELL QUITE WELL TO THESE TWO. PLANS TO RETURN TO THE COUNTRY, PERHAPS IN THREE MONTHS. HAMILTON DOES NOT INTEND TO APPOINT AN AGENT, EXCEPT PERHAPS AS A 'WATCHDOG', TO ALERT HIM TO POSSIBLE OPPORTUNITIES.

10. FRICK CO.: DESPITE CONSIDERABLE EMBASSY PRODDING, THE LOCAL REPRESENTATIVE OF FRICK REFUSED TO GIVE ANY BUT PERFUNCTORY COOPERATION WITH THE MISSION. AN EMPLOYEE OF THE FIRM DID VISIT THE MISSION SUITE BRIEFLY, AND LATER RETURNED TO TALK WITH ONE OR TWO CONTACTS; SOME WORK WAS ALSO DONE AT THE AMBASSADOR'S RECEPTION. THE NET BENEFIT FOR FRICK, HOWEVER, WAS PROBABLY MINIMAL. (WE UNDERSTAND THAT THERE IS SOME PERSONAL FRICTION BETWEEN THE LOCAL REP. AND MR. LLOP OF FRICK.) WE REGRET THAT LLOP'S VISIT HAD TO BE CANCELED AT THE LAST HOUR.

11. FOLLOWING ARE FINAL PROMOTIONAL (O&A) EXPEDITURES:

RENTAL SUITE AND BIC	\$204.54
----------------------	----------

BROCHURE PRINTING	\$190.00
-------------------	----------

UNCLASSIFIED

UNCLASSIFIED

PAGE 05 SANTO 01176 171726Z

PHOTOGRAPHY	25.00
-------------	-------

LONG DISTANCE CALLS	9.60
---------------------	------

INTERPRETER	60.00
-------------	-------

TOTAL	\$489.14
-------	----------

ALL HOSPITALITY (SMF) BILLS WERE PAID DIRECTLY BY MISSION TREASURER JOHN MOCHO.

12. PHOTOS FOR DISTRIBUTION TO MISSION MEMBERS AND ADDITIONAL PRESS CLIPS WILL BE POUCHED TO DICK MUENZER.
HURWITCH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SANTO01176
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750092-0921
From: SANTO DOMINGO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750344/aaaabnen.tel
Line Count: 216
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 SANTO DOMINGO 1118, 75 MARCH 13, 75 1975
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUN 2003 by BrownAM>; APPROVED <20 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REPORT ON U.S. TRADE MISSION ON FOOD PROCESSING AND PACKAGING EQUIPMENT, DOMINICAN REPUBLIC, MARCH 9-12, 1975
TAGS: BEXP, DR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006